

## **U.S. Army Social Media Registration Checklist**

The U.S. Army Social Media directory is a manually processed directory. To expedite the processing of your link submission(s), use the checklist below, before submitting. U.S. Army social media sites must adhere to the following standards:

- **Commanding Officer or qualified Public Affairs Officer approval**  
Someone with release authority must approve the presence.
- **The presence should be public facing**  
Sites that are published on the U.S. Army's social media directory must be unlocked and publically accessible via Internet. For example, private Twitter pages will not be published on the directory.
- **The presence should include a link to an official U.S. Army website**  
Your organization's website, CORE (<http://www.army.mil/core/>) powered page or in the absence of either, [www.Army.mil](http://www.Army.mil).
- **The presence should include a valid army.mil email address**
- **The presence must be clearly identified as "official"**  
Site needs to clearly be identified as an "official" presence. However, the word "official" does not need to appear in the site name. Please note that the use of Facebook profile pages, community pages or groups for official purposes is not in the government's terms of service agreement with Facebook.
- **Names and logos should be approved by the Commander**  
Branding (official name and logos) across all social media platforms should be uniform. Include the Commander approved names and logos (i.e. 1st Brigade, 25th Infantry Division [Family Readiness]), not nickname nor a mascot (i.e. not the "dragons").
- **Must be categorized as a government page**  
This applies to official Facebook pages.
- **Posts on the platforms should be no older than one month**  
If circumstances (i.e. deployment) will have an effect on the page being actively updated, the administrator for the page should contact a member of the Online and Social Media team by emailing [ocpa.outreach@us.army.mil](mailto:ocpa.outreach@us.army.mil).
- **The presence must post disclaimer text**  
The disclaimer text identifies the page as an official social media presence and disclaims any endorsement. See the U.S. Army's Twitter (<http://www.twitter.com/usarmy/>), YouTube (<http://www.youtube.com/soldiersmediacenter/>) and ArmyLive blog (<http://armylive.dodlive.mil/>) for examples of disclaimer text.
- **The presence must have posting guidelines, i.e. the rules of engagement**  
Facebook pages must include "Posting Guidelines" under the "Info Tab."  
Use the U.S. Army's Facebook policy as a reference and/or visit the DoD Social Media user agreement at: [http://www.ourmilitary.mil/user\\_agreement.shtml](http://www.ourmilitary.mil/user_agreement.shtml).
- **The presence must adhere to Operations Security guidelines**  
FRSAs/FRG leaders should provide all page administrators and FRG members with the U.S. Army Social Media OPSEC presentation and the FBI Briefing on Identity Theft located on the U.S. Army's SlideShare: <http://www.slideshare.net/usarmysocialmedia>.

When you are ready, please submit your links to [www.army.mil/socialmedia](http://www.army.mil/socialmedia). Your submission will be reviewed and verified before it is approved and published on the page. If the Online and Social Media Division has any issues or questions, they will contact the individual who submitted the link(s).